

NARUS NEWS

NARUS

Press Release

MEDIAONE® DEPLOYS Narus INTELLIGENCE TO ANALYZE NE SERVICE USAGE

**Narus IBI Solutions Platform and Narus Intelligence Help Media
Acceptance and Usage of Key Broadband Services**

PALO ALTO, Calif. — May 8, 2000 — Narus Inc., a leading provider of I infrastructure (IBI) solutions, and MediaOne today announced that MediaOne deployed Narus Internet Business Infrastructure (IBI) Solutions in its broadband network to track and understand acceptance of key services. MediaOne® Road Runner, MediaOne's residential high-speed Internet service, is using the Narus IBI platform, including Narus Intelligence 2.0, to better understand and evaluate patterns in areas such as streaming video and audio downloads. An understanding of these trends will enable MediaOne to plan network upgrades and deploy services that will best serve its customers.

"Our powerful broadband networks allow us to provide our customers with advanced communications services," said Tom Cullen, vice president of operations at MediaOne. "By deploying Narus IBI solutions, we'll be able to gain a richer understanding of what services best fit the needs and interests of our customers. This information will help us make the best decisions about how we deliver our services and what new options we can deploy. Ultimately, this will benefit our customers by ensuring they get the most out of our network's capabilities."

The Narus IBI solutions platform collects detailed network usage information from strategic locations in MediaOne's broadband network using Narus Analytic Servers. That information is sent to Narus Logic Servers. Narus Logic Servers aggregate the information, and produce reports for MediaOne that track important network statistics such as number and types of services - like streaming video or audio - being used the most, the amount of bandwidth these applications consume, and so on. MediaOne is implementing Narus Intelligence in a phased approach, with installation expected to be completed in June of this year.

"By implementing IBI solutions from Narus, MediaOne will be able to fine-tune its network," said Mark Stone, president and COO of Narus. "We have worked closely with MediaOne to ensure a successful implementation of Narus Intelligence, and we are supporting them in their continuing efforts as a leader in the broadband market."

IBI applications from Narus include the Narus Billing Mediation System (I enables key customer care and billing applications with accurate usage I time; and Narus Intelligence, which provides detailed reports on network IP service providers to make key decisions that can drive profitability and

The Narus applications are based on the Narus IBI platform, which gathers network usage information from a variety of sources - server log files, router switches and, uniquely, directly from high-speed, carrier-grade IP network that information available to applications from Narus and third parties. A Narus Solutions Partners are integrating their applications with the Narus comprehensive, real-time usage data to their billing, customer care, fraud management and other key operational and business support system (O applications.

About MediaOne

MediaOne, one of the nation's leading broadband services companies, provides entertainment, information and communications services to about five million. Its parent company, MediaOne Group (NYSE: UMG), is one of the world's leading broadband communications companies, bringing the power of broadband to customers in the United States, Europe and Asia. For 1999, MediaOne produced \$7.8 billion in proportionate revenue. On May 6, 1999, the company announced an agreement to merge with AT&T.

About Narus

Narus, the pioneer and leading provider of Internet business infrastructure, gives IP service providers the flexibility to implement and manage new service business models profitably, and at will. Narus' solutions are based on the Semantic Traffic Analysis (STA) technology, which captures comprehensive usage data directly from carrier-grade networks and transforms it into actionable information. The patent-pending STA technology, which is the only technology that provides complete visibility for all Internet applications, is the foundation that range from decision support to IP billing mediation. Narus is a founding member of the Internet Protocol Detail Record (IPDR) initiative, along with AT&T (N), TeleStrategies and many others. Privately held and based in Palo Alto, CA, investors include Frontier Internet Ventures Inc., a subsidiary of Frontier (NYSE:GBLX), MediaOne Ventures, a division of MediaOne Group (NYSE: Mayfield Fund, Walden Ventures, Chase Capital and others. The company's website is <http://www.Narus.com>

[HOME](#) | [ABOUT US](#) | [SOLUTIONS](#) | [SERVICES](#) | [PARTNERS](#) | [NEWS](#) | [CAREERS](#)
[CONTACTS US](#) | [INDEX](#)

© 1999-2001 Narus, Inc. All rights reserved. Copyright and Legal Disclaimer